

Big Bazaar Redefines the Concept of Customer Service

Launches its Seva Initiative – where the customer is truly King!

Bengaluru, February 23rd, 2012: Big Bazaar, the hypermarket retail chain of Future Group, launched the new **Rajajinagar Family Centre** outlet with a format that promises to revolutionize the history of Indian retail. Focusing on its unique service offering ‘**Seva**’, the Rajajinagar outlet will redefine the way customers shop henceforth.

Radiating ‘Seva’ warmth to all its customers, the new Big Bazaar format will be seen offering services that will redefine the time spent in Indian kitchens henceforth. Not only will the new Big Bazaar store offer customer services that are unique and exemplary, but will also be focusing on going back to our traditional roots.

A few of the sevas that will be on offer are free cutting and dicing of vegetables purchased, in different styles, according to specifics mentioned by the customer. For those who enjoy healthy multi grain rotis, customers have the option of choosing the grains that go into their roti doughs. The grains will not only be ground and made into doughs, but will also be made into fresh, hot and healthy rotis by the Seva staff (Sevaks) at Big Bazaar. Also available at the new Big Bazaar store will be a **Bangalore One Counter** that will offer a bouquet of services. Offering a multitude of such services, the new Big Bazaar format stands to be a forerunner in the race of future outstanding retail customer servicing in the country.

Mr. Venkateshwar Kumar, Head- South, Big Bazaar, says, “We are pleased to announce the launch of our new ‘**Seva**’ initiative through our Rajajinagar Big Bazaar store. This will be the first Big Bazaar store in India with the new format. The initiative focuses on the needs of our customers where we at Big Bazaar will strive to make them truly feel like a King. This initiative will be a first for the organized retailing sector in India.”

About Future Group

Big Bazaar is part of the retail network of Future Group. Future Group operates some of India’s most popular retail chains including Pantaloons, Central, Big Bazaar, Food Bazaar, Home Town and eZone and also has allied businesses in consumer finance, life and non-life insurance, logistics infrastructure and supply chain and brand development. The group operates over 17 million square feet of retail space in over 90 cities and towns and 60 rural locations across India. The group’s retail formats connect over 300 million customers to over 30,000 small, medium and large enterprises that supply products and services to its retail chains. Future Group believes in developing strong insights on Indian consumers and building businesses based on Indian ideas, as espoused in the group’s core value of ‘Indianness.’ The group’s corporate credo is, ‘Rewrite rules, Retain values.